

Use transitions, quotes, facts, book/history/personal knowledge

- **Introduction:** address the audience, the topic, assert your claim
- **Body 1:** use logos, pathos to support your claim. Why will your idea benefit us? Elaborate and build the examples.
- **Body 2:** use a second example (reason)
- **Body 3:** if you have time
- **include a counterargument**
- **Conclusion:** address the audience, use call to action, formally close the speech/letter